

**City of Bend
Outline of Downtown Parking Strategy Considerations
Consultant Draft**

A. Policy and Organizational Action Strategy

1. Formalize the Guiding Principles as policies within the parking and transportation system plan.
2. Adopt the 85% Rule as the standard for measuring performance of the parking supply and triggering specific management strategies and rate ranges.
3. Centralize Parking Management. Consolidate the management and administration of parking management within a single division for Parking Services. *Parking issues are too complicated and prevalent for status quo approach to management and implementation.*
4. Develop a job description and submit a service package to create and hire a position of Downtown Parking Manager/Coordinator for the City of Bend.
5. Continue the role and function of the Downtown Parking Advisory Committee (DPAC) consisting of downtown stakeholders to assist in program implementation and review.
6. Evaluate moving forward with data collection effort(s) to measure parking impacts in select neighborhoods adjacent to the downtown as well as costs/feasibilities of neighborhood area permit programs (i.e., administration, process and stakeholder education).
7. Explore and develop funding options for maintaining the existing parking supply and funding future growth.
8. Establish a policy for adjusting rates (on and off-street).

B. Code Related Action Strategies

These strategies would revise the municipal code to support long-term planning and efforts to “right-size” parking in new development. These strategies will be developed in Phase 2 of the larger city-wide parking study, integrating specific recommendations related to the downtown. Recommendations from this process will be brought back to the DSAC for review and input.

c. Parking Management Strategies - Operations

9. Establish business-to-business outreach and communications on parking issues, education and planning; a *Customer*

First Partnership with the Downtown Bend Business Association.

10. Identify off-street shared-use opportunities based on data from the 2016 parking study. Establish goals for transitioning employees, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.
11. Attrition the number of 2 Hour or as Otherwise Specified on-street stalls in coordination with parking availabilities identified in Strategy 10, above.
12. Implement variable rate pricing for employee permits based on location, demand and availability of parking. This is intended to create pricing differentials between “premium” and underutilized locations.
13. Establish two distinct on-street parking management zones within the downtown parking district. Use 2016 occupancy data to define the boundaries (e.g., central core, east zone).
14. Consider eliminating first two hours free at Mirror Pond lots.
15. Create a critical path timeline to a new parking brand/logo that can be utilized at all City-owned lots and shared supplies and in parking marketing/communications.
16. Standardize the design of on-street parking signage. Consider incorporating the new brand/logo into on-street signage (per Strategy 15, above).
17. Rename all publicly owned/controlled lots and garages by address.
18. Deploy upgrade of on-street parking signage (per Strategies 16 and 16, above).
19. Establish best-practice protocols and performance metrics for existing enforcement personnel and support enforcement with appropriate technology.
20. Expand bike parking network to create connections between parking and the downtown to encourage employee bike commute trips and draw customers to downtown businesses.
21. Develop a reasonable schedule of on-going data collection to better assess performance of the downtown parking supply and support 85% Occupancy standard for decision-making.

- 22. Evaluate on-street pricing in high occupancy areas (85%+).
- 23. Evaluate eliminating free parking in the public garage, moving to progressive rate pricing for all hours of parking (e.g., hourly rates, evening, weekend, overnight and event rates).

D. Parking Management Strategies - Infrastructure

- 24. Upgrade/improve entryway identification signage at downtown Public Parking garage.
- 25. Install parking stall counter system in Public Parking garage. Connect to signage recommended in Strategy 24.
- 26. Solicit firms to establish wayfinding and dynamic signage systems in the public right of way, integrated with the off-street system using City parking brand developed in Strategy 15.
- 27. Evaluate and implement solutions to “safety” impediments that create inconvenient and inefficient connections between customers/users and parking supply (e.g., lighting, sidewalk/pathway connections, lot condition, etc.).
- 28. Explore expanding access capacity with new parking supply and/or transit.
- 29. Develop cost forecasts for preferred parking supply and transit/shuttle options (coordinated with Strategy 8).
- 30. Initiate new capacity expansion (as necessary and feasible).